

## attorneys against hunger: followers for food

Dear Colleague:

Every year, the Young Lawyers Section (“YLS”) of the Idaho State Bar pulls out all of the stops for its annual Attorneys Against Hunger event, benefitting the Idaho Foodbank (“Foodbank”), and this year is no different. People in Idaho are still making the choice between buying food and paying their heating bill or paying for medical care – and we don’t think they should have to make those choices.

We are constantly looking for new ways to reach more people every year with our event, and on this year, we are turning to the power of online social networks, Twitter and Facebook, to help reach thousands. Modeled after the Greater Boston Foodbank’s wildly successful social media drive, our Attorneys Against Hunger: Followers for Food event will consist of a half-day online charity drive on **March 12**, culminating in a cocktail bash at **5:00 p.m. at the WaterCooler, 1401 West Idaho Street, Boise.**

In an effort to drive traffic to the Foodbank’s online networks and reward event sponsors for their generosity, beginning at 12:00p.m. on March 12, the Foodbank will launch an aggressive social media drive. Here’s how it works:

- The Foodbank, together with other states’ foodbanks, Social Media Club Boise, and local businesses, will post to their online social networks that for every new “follower” on the Foodbank’s Twitter site, and every new “friend” on Facebook, over a specified time period, a dollar will be donated to the Foodbank, up to a maximum cap.
- Sponsors’ donations will be accepted in increments of \$400 for an entire hour, \$200 for a half of an hour, and \$100 for fifteen (15) minutes.
- During that time period, your law firm, business, or individual name – and your respective Website – will be repeatedly announced as the sponsor for that specified time period via numerous social media platforms.
- Because the Foodbank, other states’ foodbanks, local businesses, and Social Media Club Boise’s social networks include tens of thousands of companies and individuals, the message of your sponsorship will reach that many entities and more, within Idaho and nationally.

To celebrate your generosity, sponsors will also receive complimentary tickets to the Attorneys Against Hunger: Followers for Food Cocktail Bash on the evening of March 12 at 5:00 p.m. Sponsors of \$400 will receive eight (8) tickets, \$200 sponsors will receive four (4) tickets, and \$100 sponsors will receive two (2) tickets. Each ticket includes two (2) drink coupons and gourmet appetizers. Otherwise, tickets are \$10 at the door, with two (2) drink coupons and appetizers included with each ticket. Dress is business casual.

Please contact Lisa McGrath at [lmcgrath79@gmail.com](mailto:lmcgrath79@gmail.com) or (208) 860-8057 to become a sponsor and register for a time slot during the social media drive. Checks may be made payable to the Idaho Foodbank and mailed to: P.O. Box 5601, Boise, ID 83705. Please do not hesitate to contact Lisa McGrath above if you have any questions.

Thank you for supporting the Idaho Foodbank through this unique event, and we look forward to celebrating with you on March 12.

Attorneys Against Hunger Committee,

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